

said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

adding said EPG generated in said generating electronic program guide information step and said information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated in said generating information step, to said image signal generated in said generating said image signal step; and

transmitting to a receiving end a signal obtained in said adding step by adding said EPG and said information representing the first broadcasting station to said image signal.

#### REMARKS

Favorable reconsideration of this application, as presently amended and in light of the following discussion, is respectfully requested.

Claims 1 and 4-22 are presently active; Claims 15-22 having been added by the present amendment.

The present amendment adds new Claims 15-22, similar to independent Claims 1 and 8-14 respectively, but reciting the claimed features without utilization of "means plus function" or "step for" language. As such, no new matter is introduced, and the new claims are believed to patentably define over the applied prior art for reasons similar to those given in our response of May 5, 2003 as to why Claims 1 and 8-14 patentably define over the applied prior art.

Hence, it is respectfully submitted that new Claims 15-22 patentably define over the applied prior art.

Consequently, in view of the present amendment and in light of the above discussions, the outstanding grounds for rejection are believed to have been overcome. The application as amended herewith is believed to be in condition for formal allowance. An early and favorable action to that effect is respectfully requested.

Respectfully submitted,

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IN THE CLAIMS

Claims 15-22 (New).